

Customer Workshops Made Easy

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WESTERN REGIONS CONFERENCE
SHOWCASE
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Playbill

- Prelude
- Casting
- Set Design
- Script
- Publicity
- Rehearsals
- Preview
- Curtain
- Acts
- Curtain Call
- Encore



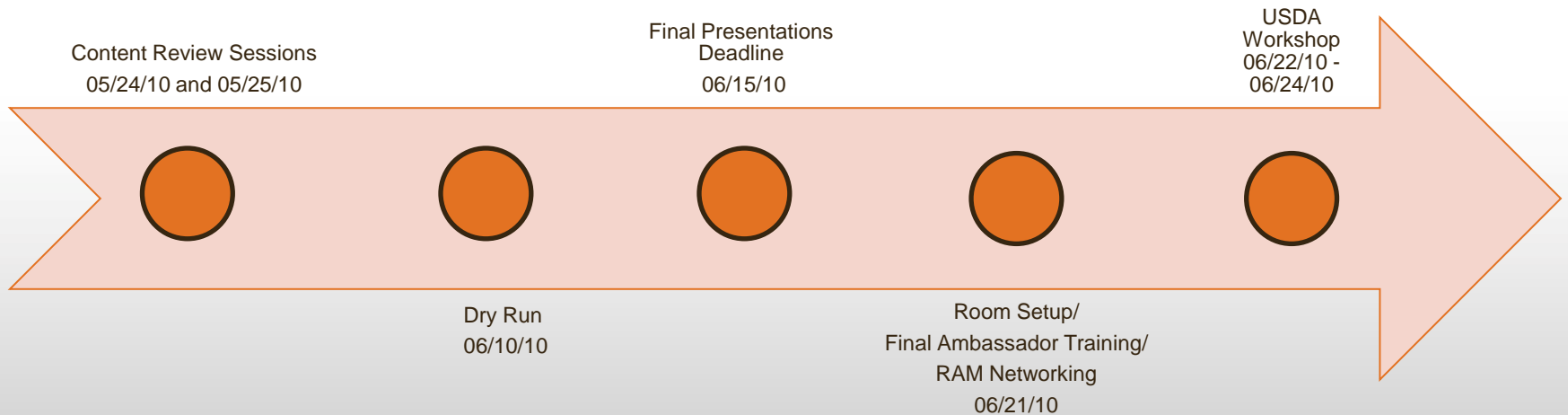
Prelude to a Workshop

- Workshop Origin
- “To do or not to do a workshop, that is the question.”

USDA Timeline



USDA Timeline





Casting (Pre-Planning)

- 6–7 months in advance
- Identify objective
- Identify project manager
- Identify core planning team



Set Design (Planning)

- 4–5 months in advance
- Project launch/kickoff meeting
- Budget
- Theme
- Props (tools/resources)
- Identify a facilitator or emcee
- Identify ambassadors
- Develop backstage agenda
- Schedule content reviews and dry run

Set Design Communications Planning

- Branding
- Print
- Electronic
- Web
- Event giveaways



GSA Rocky Mountain Region

USDA Workshop



Set Design Ambassador Training

- Regional staff and visiting RAMs
- Involve early in process
- Provide training
- Hospitality



Set Design

Audio and Visual Preparation

- Personnel
- Staging
- Equipment
- Video
- Photography
- Music



Script (Agenda)

- Determine workshop format
- Review customer feedback
- Identify presenters and contact
- Develop agenda



Publicity

- Save the date
- Invitation with RSVP
- Event program
- Internal communications
- Post-event questionnaire
- Thanks and acknowledgments



Rehearsals

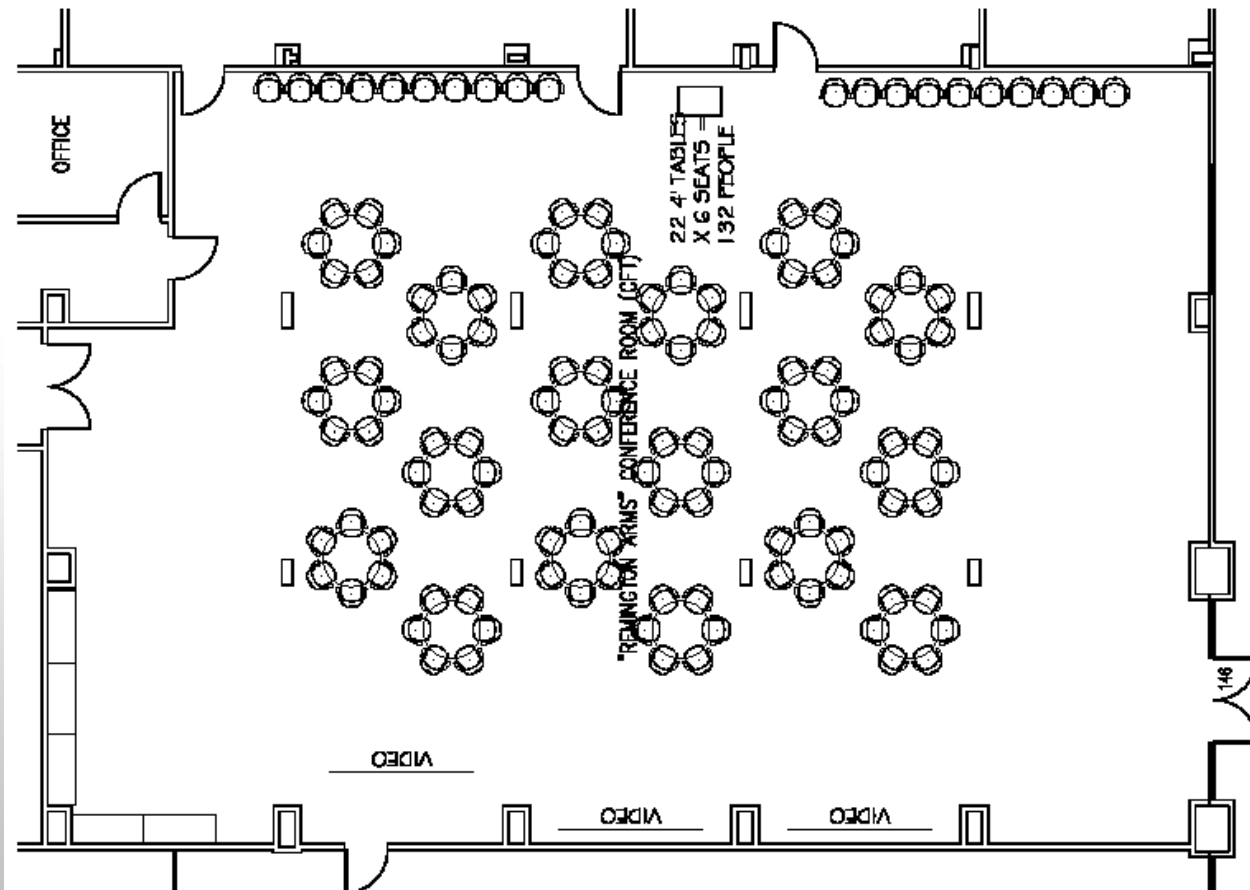
- Content review session
- Dry run



Preview

- Day before workshop
- Tables and stage setup
- Recycle and trash bins
- A/V setup and testing
- Event registration setup
- Cyber café

Room Set up





Curtain (Event Day)

- Registration
- Welcome
- Introductions
- Icebreaker



Act I

- Emcee/facilitator
- Presentations
- Breakouts
- Parking lot questions



Act II

- Networking/activities
- Meet and greet
- Hospitality



Curtain Call

- Closing remarks
- Final thoughts
- Recognition
- Hospitality



Encore

- Hot wash meeting
- Thank-you notes (external/internal)
- Survey
- Follow-up



Contact Information

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The End

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